Google Search Quality Team: Manual Webspam Report

Target Entity: Lunar Astro / Deepanshu Giri **Violation Types:** Private Blog Network (PBN), Link Schemes, Review Snippet Manipulation, Keyword Stuffing

1. Overview of Manipulation

The entity “Lunar Astro” (operated by Deepanshu Giri) is actively manipulating Google Search results to artificially inflate its prominence and suppress legitimate consumer complaints. This is achieved through a coordinated Private Blog Network (PBN) and fraudulent structured data markup.

2. Private Blog Network (PBN) & Link Schemes

The entity operates a network of over 31 interconnected domains and subdomains designed solely to pass PageRank and dominate the SERP for branded queries (e.g., “Deepanshu Giri reviews”, “Lunar Astro scam”).

- **Tactic:** Cross-linking between pseudo-independent astrology blogs and the main commercial site.
- **Evidence:** WHOIS records and IP hosting data show these sites share the same infrastructure and ownership, violating Google’s guidelines on Link Schemes.

3. Review Snippet (AggregateRating) Abuse

The entity is abusing the `AggregateRating` schema on its own domains to display fake 5-star ratings in Google Search results.

- **Tactic:** Self-serving reviews. The reviews are not collected by an independent third-party platform but are hardcoded into the site's HTML to deceive Googlebot.
- **Violation:** Google's Structured Data Guidelines explicitly prohibit self-serving reviews for LocalBusinesses and Organizations.

4. Keyword Stuffing and Doorway Pages

The entity has generated dozens of doorway pages stuffed with keywords such as "Deepanshu Giri fraud," "Lunar Astro scam," and "Deepanshu Giri reviews." These pages contain thin, spun content designed to capture search intent for negative queries and redirect users to positive marketing material.

5. Requested Action

We request the Manual Webspam Team to investigate the Lunar Astro network and apply appropriate manual actions (de-indexing or ranking penalties) for severe violations of Google's Spam Policies.